ABSTRACT OF THE DISCLOSURE

A method of embedding digital watermark information $b_1 - b_n$ ($2 \le n$) in image data. The image data is divided into a plurality of areas S each consisting of M × N ($1 \le$ M, N) pixels. A plurality of areas G each consisting of P × Q ($1 \le$ P, Q) of the areas S are defined. Each of the areas S constituting each area G is allocated to some one of: areas $T_1 - T_n$ in which said digital watermark information $b_1 - b_n$ is respectively embedded and areas $H_1 - H_m$ ($1 \le$ m) in which information is not embedded. One or more areas T and one or more areas H are located in a predetermined arrangement in each area G. And, the plurality of areas G are located in a predetermined rule.